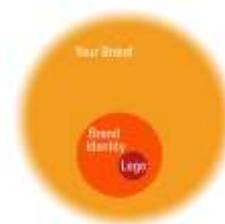


# Causeway Coast & Glens Borough Council



To: Corporate Policy and Resources Committee

## BRANDING

18<sup>th</sup> August 2015

For decision

Linkage to Corporate Plan	
Strategic Theme	Innovation and Transformation
Lead Officer	Elizabeth Johnson
Cost: (If applicable)	£2,000 for professional design agreed.

## 1.0 BRANDING, the Causeway Coast and Glens Borough Council

### 1.1 BACKGROUND AND CONTEXT

Further to Report, dated 16<sup>th</sup> June 2015, to June Corporate Policy and Resources Committee, when a budget of £2,000 was agreed for design work, staff were invited to submit proposals for consideration.

It was agreed that the brand should reflect the entire Council and promote the Borough as a culturally exciting and vibrant place to live, invest and visit. The design should stimulate an exciting, fresh and accessible brand and logo that is transferable across all marketing and promotional formats.

### 1.2 DESIGNS AND CONCEPTS

The branding image of any Agency or Organisation representing the public should seek to be a non-contentious and inclusive reflection of that community's character and/or the landscape they call home. The Causeway Coast & Glens region is blessed with a broad range of habitat and landscape types, rich in beauty and cultural heritage, carrying various levels of conservation protection.

The brand should aim to be subtle and yet have a simplified approach that will have immediate recognition from those viewing it.

Proposals were received from staff and local businesses, some providing some 25 options. Designs and concepts were contemporary, heritage and using initials (CC&G).

### 1.3 BRAND APPLICATION

The brand can be applied in a variety of sizes and formats to:

- Corporate stationery;
- Uniforms;
- Publications;
- Building entrance signage;
- Road signage;
- Branding panels;
- Website / social media.

### 1.4 ASSESSMENT CRITERIA

Assessment criteria have been developed to facilitate assessment of the proposals and recommendation of options to Council for consideration.

#### **Criteria 1: Understanding the Brief**

To deliver a new brand for Council to provide ownership and identify to both staff and those living in the borough (10%)

#### **Criteria 2: Design and Concept**

Contemporary / Heritage / Initials (CCG) (35%)

#### **Criteria 3: Meets Council's Vision**

Promote the Borough as a culturally exciting and vibrant place to live, invest and visit. The design should promote an exciting, fresh and accessible brand and logo that is transferrable across all marketing and promotional formats (35%)

#### **Criteria 4: Application**

Corporate Stationery, Uniforms, Vehicles, Road Signs, Print and Publications, Banners, Pop Ups, Websites, Digital Media, Merchandising, General use of brand (20%)

Once the brand has passed all scrutiny, been selected and worked up into a professional design an explanatory brochure can be produced to accompany the launch and thereafter exist as a reference. Whilst describing and explaining the brand, the publication can be used as an opportunity to sell the unique physical and cultural diversity of the Causeway Coast and Glens region.

### 1.5 RECOMMENDATION

**It is recommended** that Corporate Policy and Resources Committee agree the stage one criteria to be applied to the proposed design concepts submitted, that the proposals be scored and a shortlist of professional options be brought to Committee for Council recommendation.